businesses line US 17 to the north; a quarry to the east and two large storage silos stand adjacent to the roadway. Clusters of mobile homes, cemeteries, and individual siding-clad houses are typical for the remaining developed portions of the route. Mature trees adjacent to the roadway greatly limit visibility.

The visual experience of any corridor depends a great deal on the observer. It is a combination of the resources actually seen and the viewer's response. A variety of physical conditions can affect the viewer's perception, going beyond merely seeing an object. For example, as the distance between an object and the observer increases, the ability to see details of that object decreases.

To help describe the perceived views of the new facility, viewer groups can be divided into categories by their location, their awareness of their surroundings, and their expectations.

- The location of the viewer has a great effect on the perception. At the most basic level, two distinct groups observe the highway: motorists using the facility and viewers in other locations looking towards the road.
- The awareness of the viewer (i.e.. how receptive someone is to the visual experience) is influenced by a variety of factors. Sensitivity and personal preferences impact awareness. Activities influence how receptive a viewer is; for instance, someone driving in heavy traffic or through a construction zone will pay less attention to visual elements of the surroundings than a driver touring the area to observe scenery. Dramatic changes can increase awareness, such as entering a city, cresting a hill, or the sudden appearance of a large feature.
- Local goals and values indirectly modify viewer experiences by shading expectations. Viewers may be particularly sensitive to visual resources if a landscape is culturally significant or contains a unique feature, for example, the collection of historic architecture in the Maysville or Pollocksville Historic Districts.

Drivers generally have a narrowed field of visual perception as they concentrate on driving tasks. All individual views from the roadway are relatively short duration due to the movement of the viewer. As speed increases, the breadth of lateral vision decreases and the observer tends to focus more directly before them, along the line of travel.

Principal groups that have views from US 17 are local residents, commuter traffic, and tourists. Tourists and vehicle passengers have the highest viewer sensitivity (i.e., they are more attuned to their visual surroundings) but low view frequency. Local traffic is considered moderately sensitive; because they view the area more frequently, they are more sensitive to changes. Commuters view the surroundings frequently, making them generally indifferent to the view after so many repetitions. For this reason, commuter traffic is considered to have a low